# Data Use:

## Strengthening Programs through Improved Use of Data

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# *INVOLVEMENT BRINGS COMMITMENT*

# SESSION OVERVIEW

- Introduction

- Key Concepts

- Purpose of Dissemination & Utilization of M&E Information

- Decisions and Decision-Making

- Dissemination & Utilization Plan / Tools

# SESSION GOAL

- To enhance the understanding of key concepts of information dissemination and utilization (data use) for the purposes of information sharing, accountability, and program improvement.

# SESSION OBJECTIVES

- **By the end of this session, participants will be able to:**

  - ☐ List common barriers to information dissemination and utilization and propose methods to overcome them.
  - ☐ Define key concepts and the purposes of information dissemination and utilization and how it relates to strengthening overall M&E capacity.
  - ☐ Demonstrate understanding of decisions and decision making.
  - ☐ Develop an information dissemination and utilization plan.

# BRAINSTORM ACTIVITY

- **Sharing personal experiences**:
  - ☐ **How do you use your M&E information?**
  - ☐ **Specifically, who do you share your M&E information with?**
  - ☐ **In your information sharing processes, what are your feedback mechanisms?**
  - ☐ **What have been some barriers to using the M&E information?**
  - ☐ **How can we overcome these barriers?**

# DISSEMINATION AND UTILIZATION OVERVIEW

# M&E IS AN ESSENTIAL PROCESS

- **that produces information to:**

  - ☐ **Make <u>informed decisions</u> regarding operations management and service delivery including effective and efficient use of resources**

  - ☐ **Determine the extent to which the <u>program/project is on track</u> and to make any needed corrections accordingly**

  - ☐ **Evaluate the extent to which the program/project is having or has had the <u>desired impact</u>**
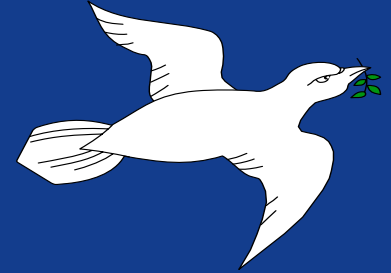
# M&E CONTINUUM
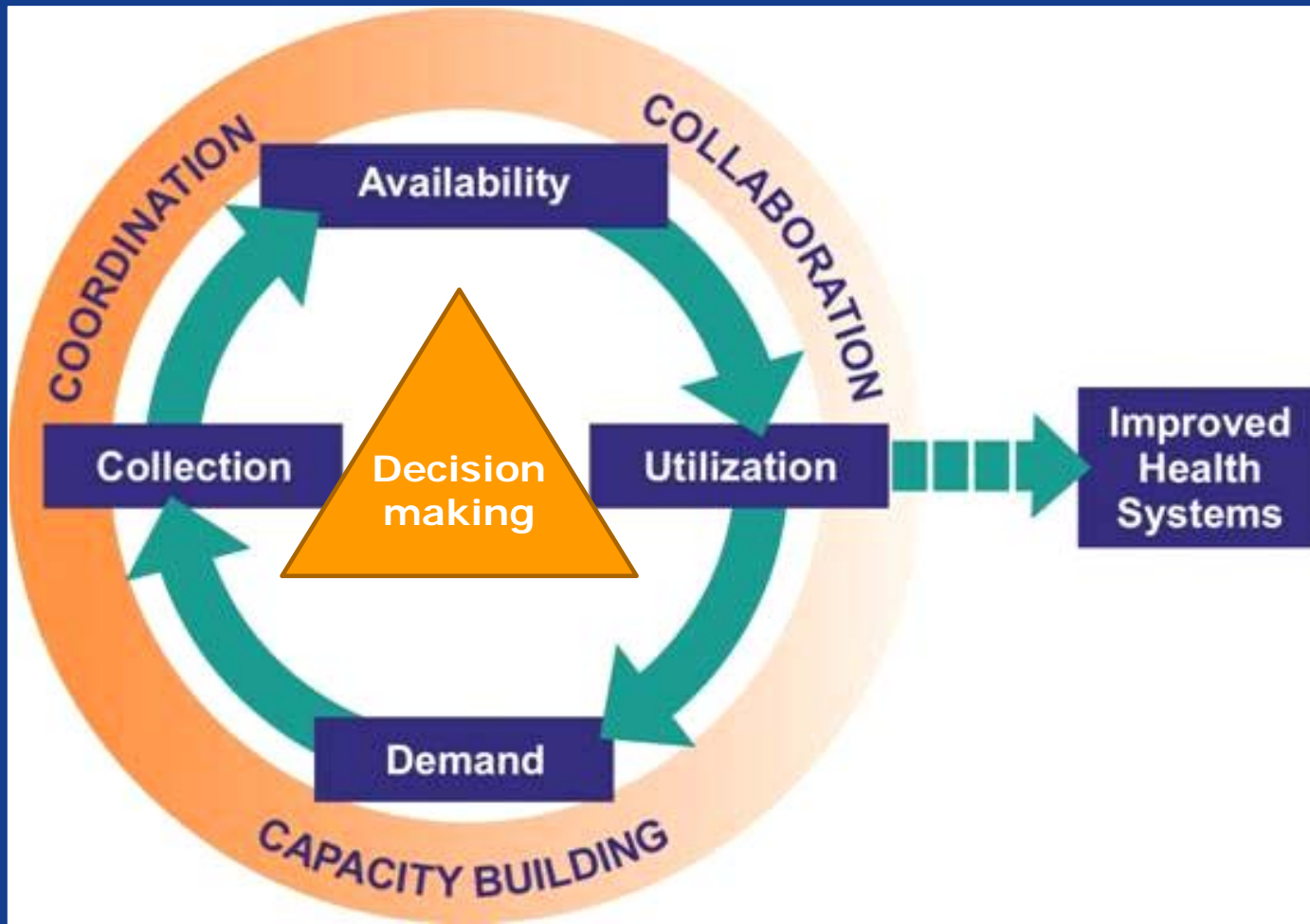
# DATA VS. INFORMATION

- **Can be used interchangeably, but:**

  ☐ Data often refers to raw data, unprocessed information.

  ☐ Information usually refers to processed data, or data presented in some sort of context.

# DISSEMINATION

The process of sharing information or systematically distributing information or knowledge to potential users and/or beneficiaries

- Should produce an effective use of information

## *Thus*

- The goal of  dissemination is utilization

# UTILIZATION

- **The process of putting:**

  - ☐ **Information to use, such as to make decisions, to make changes, or to take other specific actions designed to improve outcomes.**

  - ☐ **M&E information is put to practical applications in planning, policy making, program administration/ management, and delivery of services**

# FEEDBACK
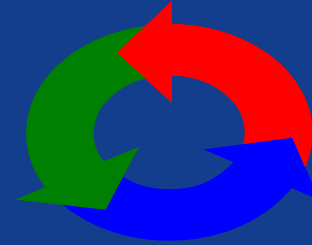
- The transmission of information to parties for whom it is relevant and useful so as to facilitate learning.

- Collection and dissemination of information, conclusions, recommendations and lessons learned from the experience.

# WHY EMPHASIZE A FEEDBACK SYSTEM?

- **Maintains interest & ownership of M&E stakeholders**

- **Validates M&E budget, results**

- **Motivates partners & participants for improved data collection and data quality**

- **Increases collective stock of knowledge**

*Must be well-organized to be effective*

# ESSENTIALS OF M&E INFORMATION

- **M&E information must:**
  - ☐ **be manageable and timely**

  - ☐ **be presented according to the audience's**
    - ▪ **interest**
    - ▪ **capacity to understand and analyze**
    - ▪ **time, competing demands on time**

  - ☐ **have transparent quality**

  - ☐ **focus on activities, results of interest**

  - ☐ **focus on meaning and direction for action**
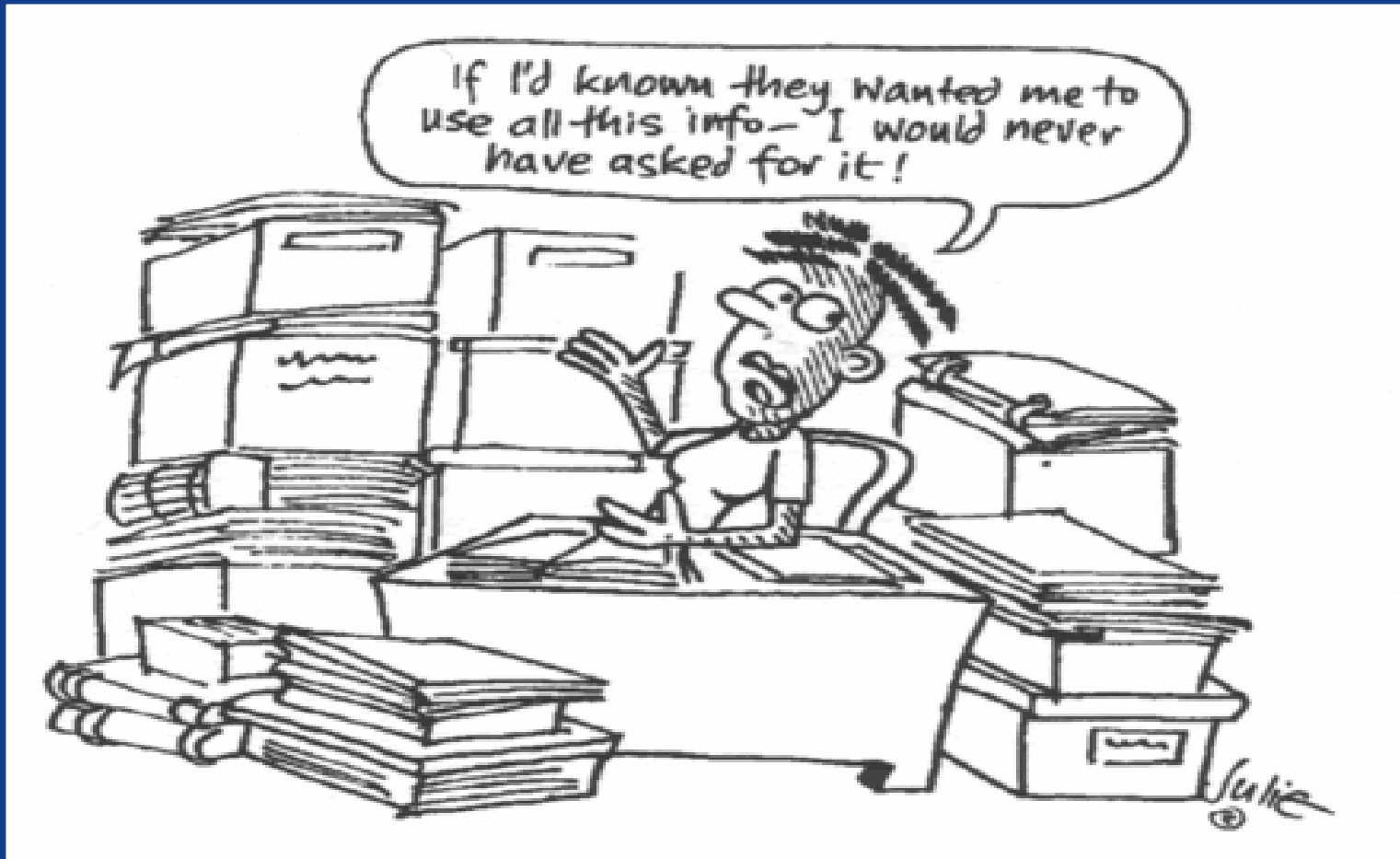
*Focus should be knowledge generation*

# INFORMATION USE EXERCISE

**Identifying Opportunities to Use Data**

➢ **Choose one indicator and write out on flipchart**

➢ **List all the ways that you can use information from this indicator**

➢ **Report back**

# Why disseminate & utilize M&E information?

- Strengthen programs

- Engage stakeholders

- Ensure accountability and reporting

- Advocate for additional resources

- Inform Policies

- Contribute to global lessons learned

# UNDERSTANDING DECISION-MAKING

**Decision Making:**

**The process of choosing from among various alternatives using information**

# *What decisions have you made already today???*

# UNDERSTANDING DECISION-MAKING

- **Decisions and decision-making?**

  - Who makes the decisions?

  - When are decisions made, how often?

  - How are decisions made?

  - What information is needed?

# UNDERSTANDING DECISION-MAKERS

**Decision Makers**



**Sector**
> Health
> Education
> Commercial

**Function**
> Policy
> Planning
> Budgeting
> Service delivery
> Advocacy

> Evaluation

**Level**

> National
> Regional
> Local

# DECISIONS WITHIN PROGRAMS

**Decisions ensure program activities are executed as planned and services are delivered as intended**
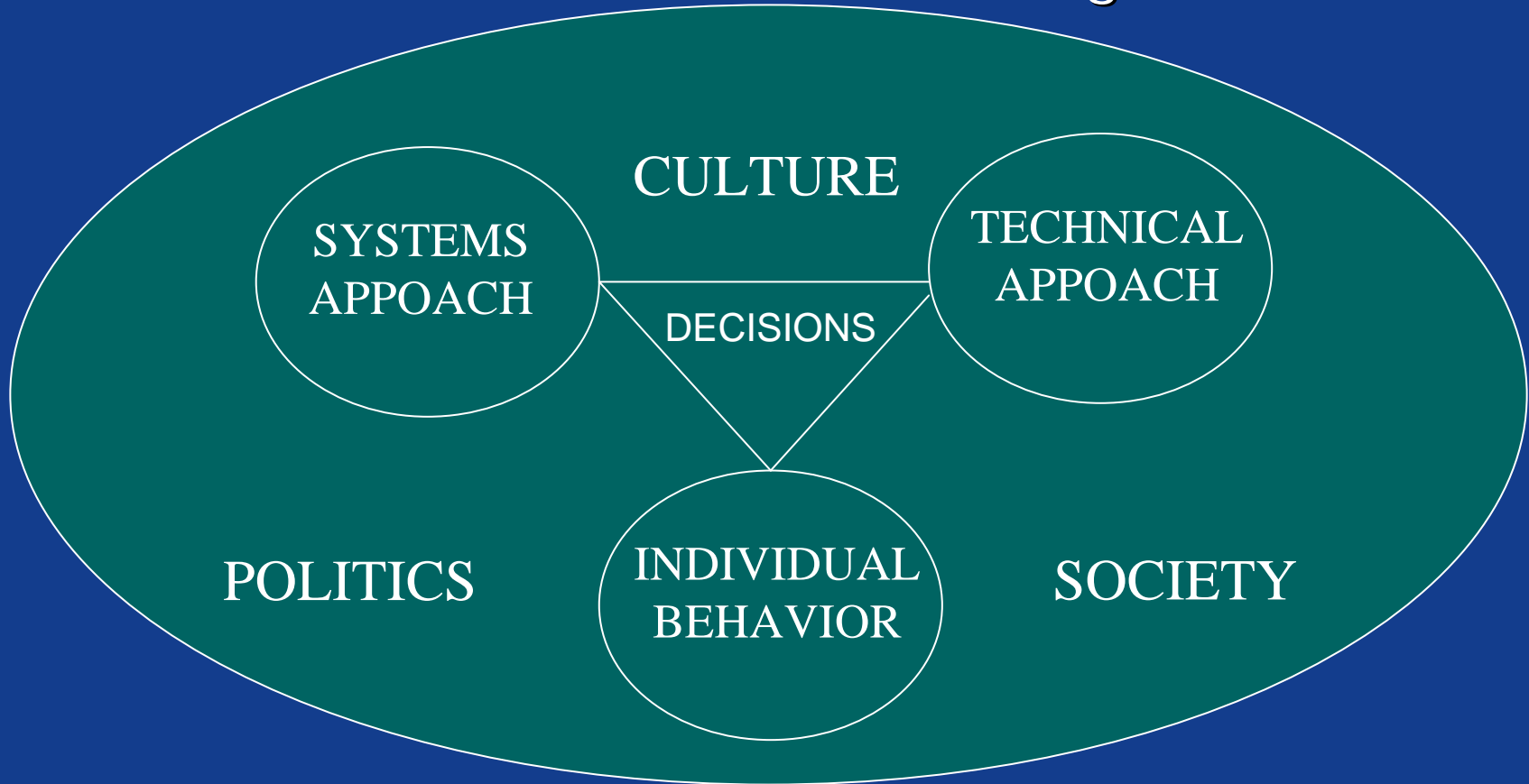
- **Are we doing the right things, doing them right, and reaching those we intended?**

- **Decisions about employment & manpower**

- **Decision about mobilization & allocation of resources (physical & financial)**

- **Decisions about needed information and developing channels for feedback**

# APPROACHES TO DECISION-MAKING
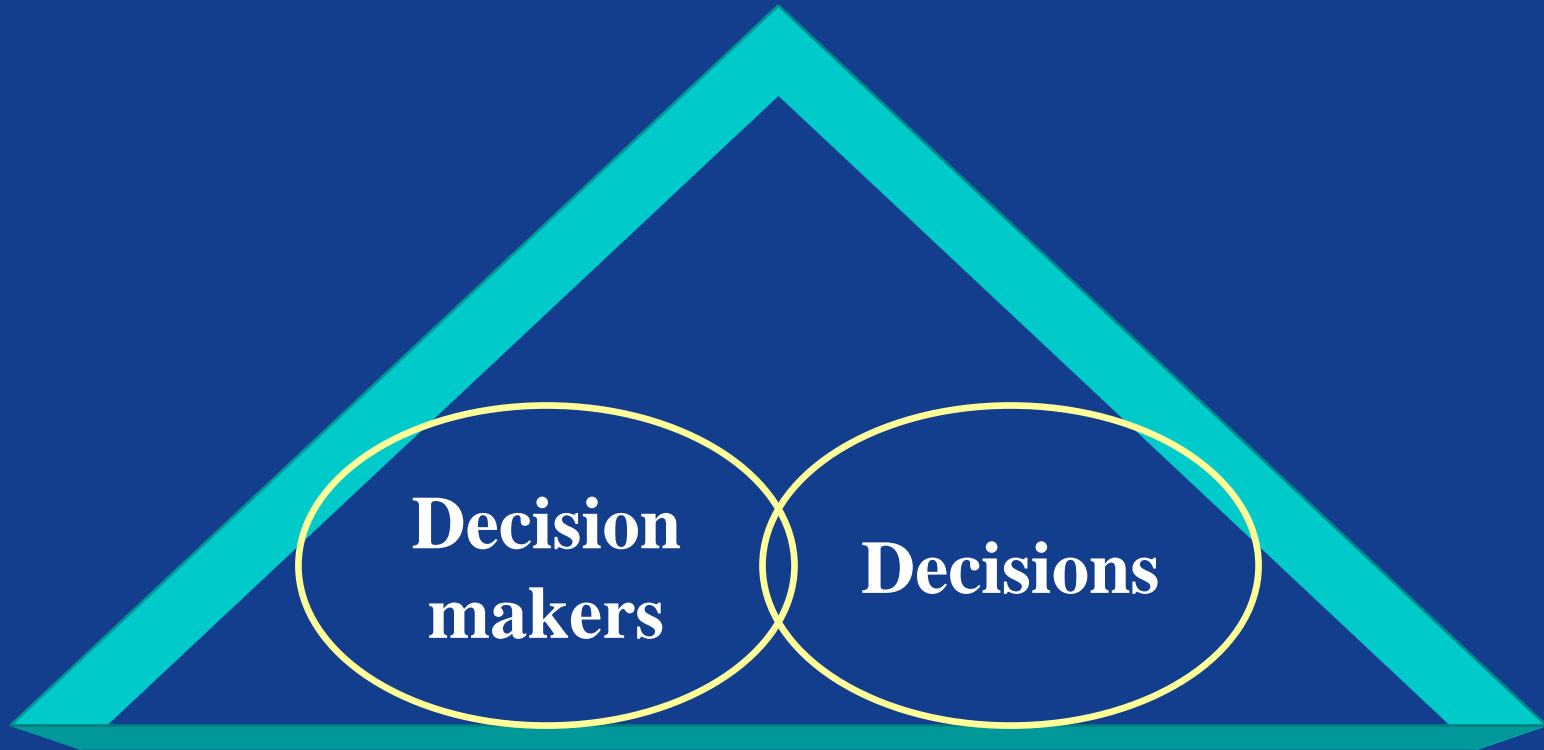
☐ **Rational/Scientific**

☐ **Political**

☐ **Routine**

# DETERMINATES of INFORMATION UTILIZATION
## Affect Decision Making



CULTURE

SYSTEMS APPOACH

TECHNICAL APPOACH
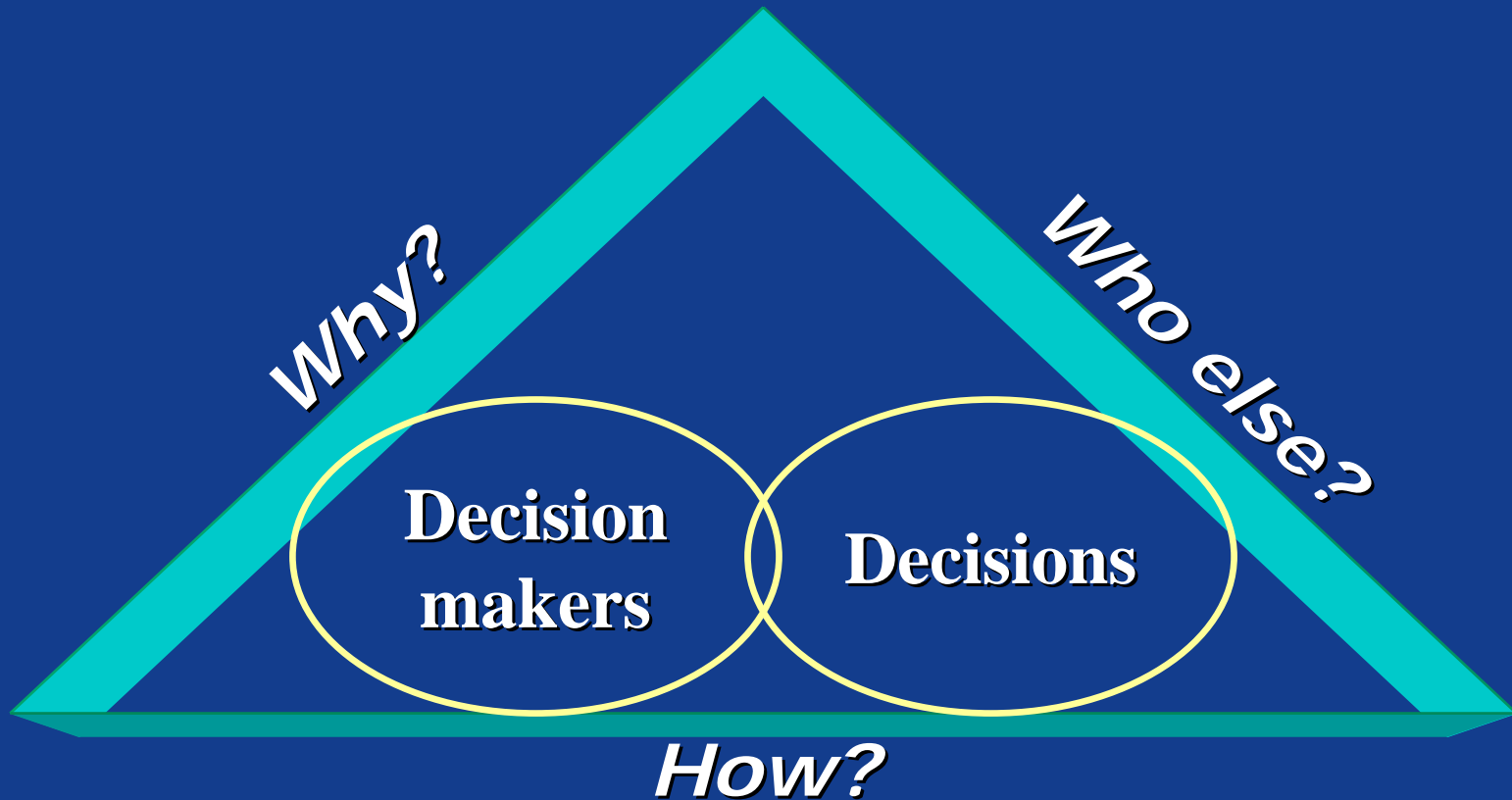
DECISIONS

POLITICS

INDIVIDUAL BEHAVIOR

SOCIETY

**Decision making occurs within political, cultural, and social contexts**

# UNDERSTANDING DECISION-MAKING

Decision makers

Decisions

# UNDERSTANDING DECISION-MAKING

# UNDERSTANDING DECISION MAKING

What information?

Why?

Who else?

**Decision makers**

**Decisions**

How?

USAID
FROM THE AMERICAN PEOPLE

MEASURE
Evaluation
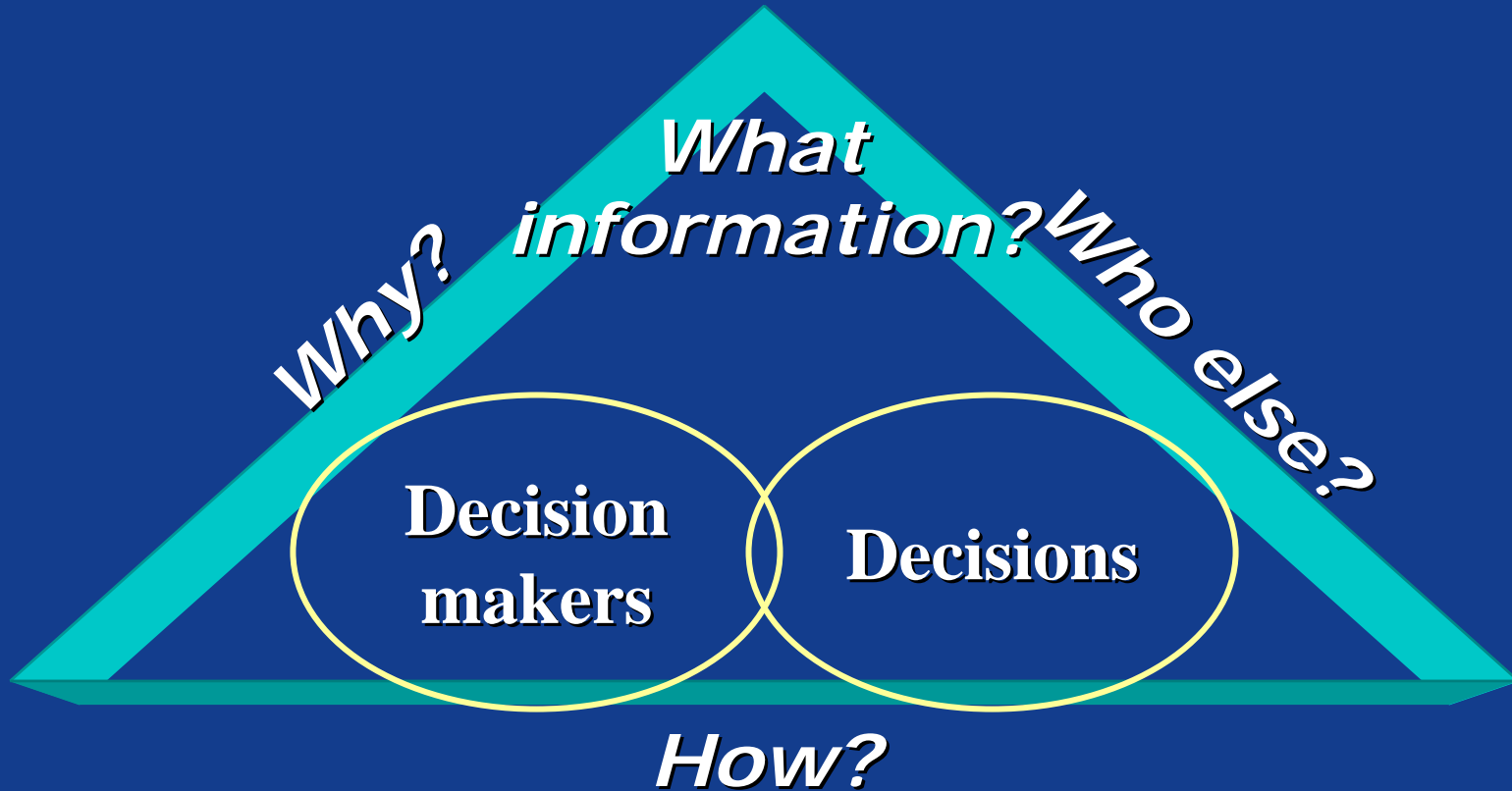
# STAKEHOLDERS

- **Beneficiaries**

- **Implementers**
  - ☐ Partners
  - ☐ Data collectors
  - ☐ Information managers
  - ☐ Analysts

- **Policymakers**

> **DATA USE TOOLS:**
> **-STAKEHOLDERS ANALYSIS**
> **-AUDIENCE ANALYSIS**

# Decision Making Exercise



## *What decisions do you currently make?*

# TYPES OF DECISIONS

- Policy, Planning & Advocacy

- Program Design & Improvement

- Program Management & Operations

# POLICY, PLANNING & ADVOCACY

- HIV/AIDS Workplace Policy

- Family Planning Counseling Protocol

- National allocation of funds to a Health Information Unit

- HIV/AIDS National Strategy Document

# PROGRAM DESIGN & IMPROVEMENT

- Design of Prevention of Mother to Child Transmission of HIV/AIDS program

- Procurement of drugs and commodities

- Improving performance of family planning counselors

# PROGRAM MANAGEMENT & OPERATIONS

- Number of staff to support program monitoring

- Reporting mechanisms

- Allocation of national program funds to districts or local implementers

# Decision Making Activity continued...

- **THREE TYPES OF DECISIONS:**

  - ☐ **Policy, advocacy & planning**
  - ☐ **Program design& improvement**
  - ☐ **Program Management & operations**

- **ACTION:**
  - **Organize the brainstorming answers by the 3 types of decision-making.**

  - **Post on wall accordingly.**

In the process of understanding decisions and decision making, it is important to understand:

- **Who makes the decisions?**

- **When or why decisions are made?**

- **How are decisions made?**

- **What information is needed?**

- **What is my role in decision making?**

# DECISION & DECISION-MAKING TOOL

# Decision Calendar

*USE EXAMPLES OF BRAINSTORMING ACTIVITY*

# Decision Calendar

| DECISIONS AND ISSUES: POLICY & ADVOCACY / PROGRAM IMPROVEMENT & DESIGN / PROGRAM MANAGEMENT & OPERATIONS | | | | | |
|---|---|---|---|---|---|
| DECISION | FREQUENCY | STAKEHOLDERS | REQUIRED INFORMATION | NEXT STEPS | TIMELINE |
|  |  |  |  |  |  |
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# DISSEMINATION AND UTILIZATION



# STRENGTHENING M&E CAPACITY

*Effective data use is the key to unlocking the door to increased M&E capacity*

# Data Use in Effective M&E

- **M&E is an essential process that produces information to:**

  - ☐ **Make informed decisions regarding operations management and service delivery including effective and efficient use of resources**

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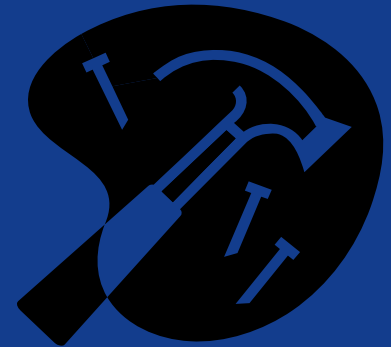
# PURPOSE OF M&E (THE BIG PICTURE)



**Program Improvement**

**Share Data with Partners**

**Reporting/ Accountability**

# REMEMBER…

Information:

☐ must be based on quality data in order to be useful

and

☐ must be communicated effectively in order to be useful

*Information must be <u>used</u> in order*
*to strengthen overall M&E capacity*

# DATA USE TOOLS

## Successfully Implementing Information Use

Finding *consistent* and *systematic* ways to facilitate increase use of information....

Data Use Tools:

-M&E S.W.O.T.

-Utilization Plan

-Activity Results & Dissemination Plan

-My M&E Role

# FINALLY…

*If you identify problems early in implementation, you can respond promptly by modifying your program strategy, reassigning staff or shifting financial resources to improve the chances of meeting your program goals and objectives.*

## *Use Information Effectively and Disseminate Information Consistently*

# Communicating Data

- 6 Steps

- Intention

- *Thanks, that's good feedback!*

- +      *Δ*

- Taking time to plan

- M&E: *In you own words*

# Engagement Strategy

- Creating a compelling vision
- Establishing urgent need
  - Why, what will happen without…
- Leading the change
  - Good leaders create leaders, not just followers
  - Demonstrating each persons role (leadership) in M&E
- Engaging various levels of stakeholder
- Charting transition
  - Progress towards our goal
- Aligning systems
  - Resources (systems) in place (staff, communication)
- Sustaining energy
  - The positive choice

# THANK YOU!